

## **ABSTRACT**

A method for performing business training communications includes determining a targeted business and performing a needs analysis to determine a plurality of recipient events in accordance with the targeted business. A plurality of business training messages is determined in accordance with the plurality of determined recipient events. The method also includes providing an animation for each of the business training messages in accordance with the plurality of determined business training messages to provide a plurality of animation systems and providing the plurality of animation systems to a message user. A recipient event and a targeted message recipient are determined by the message user and an animation system of the plurality of animation systems is selected in accordance with the recipient event and the business training message of the selected animation system.